

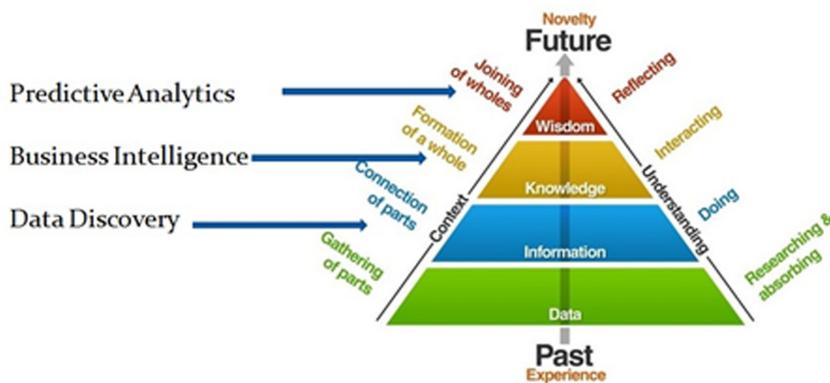


POWERinformatics

Business Discovery

POWERinformatics is Conlog's Smart Data Analytics Solution to address Big Data at Utilities

In today's fast paced and ever changing climate, just looking at historical data is not enough to enable an Organization make strategic decisions about the future. Businesses require the ability to conduct data discovery; to perform multi-dimensional analysis that provides meaningful "Business Intelligence" which supports decisions and strategy. The main commercial benefit this provides to users is SPEED TO ACTION – to identify and respond to changes in the field, economic, competitive, and financial environment. This agility can become a unique competitive advantage as Utilities and Municipalities of all sizes struggle to compete in a constantly changing market for efficiencies in service delivery.



This means a shift in paradigm for the analysis of Big Data. Conlog yet again leads the way to help Utilities understand their data and make full use of Business Intelligence Tools available today. We are able to offer Utilities a means of analyzing data, but by integrating with other available systems such as ERP systems, Prepaid Systems, Billing systems, spreadsheets and other data sources. POWERinformatics provides a mechanism for interacting with the data, thus leading to our customers from knowledge to wisdom, the top of the pyramid, to be able to make strategic decisions based on valid and reliable evidence and navigate through volatile business challenges through awareness.

Benefits

- > Multi-property data selection and analysis
- > Multi-dimensional data handling
- > Graphical elements with various display options (pie chart, cross-tab, ...)
- > Analysis of Customer KPIs (revenue collections, tampering, connections)
- > Forecasting and trend analysis
- > Proactive strategies instead of just retroactive reporting
- > Multiple export options (Excel, PDF, ...)
- > User definable reporting
- > Month-to-date and Year-to-date comparison models
- > Fully web-based user interface



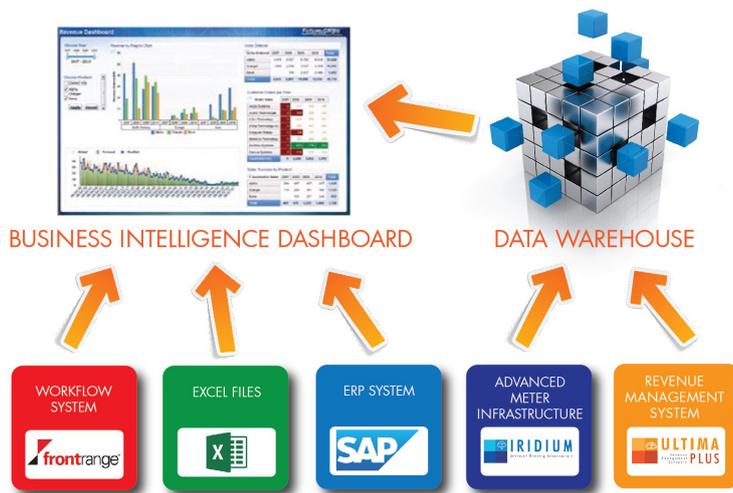
We see a world where we can all achieve more while using less



We help utilities maximise their service delivery



Our products, solutions and services are simple, efficient and innovative



Conlog's Business Discovery Platform, PowerInformatics, consists of a three tiered approach.

Data Discovery model, which is an architecture aimed at interactive reports and explorable data from multiple sources. Data Discovery (DD) and Business Intelligence (BI) are similar in that they provide the end-user with an application that visualizes big data. The focus in Data Discovery lies more on the users of the application, less on the technical aspects.

- > Who needs what data and by when?
- > It focuses on dynamic, easy-to-use reports, whereas traditional business intelligence reports are static reports.

Business Intelligence (BI), is an umbrella term that refers to a variety of software applications used to analyze an organization's raw data. BI as a discipline is made up of several related activities and benefits:

- > Data mining,
- > Online analytical processing
- > Querying
- > Reporting
- > Improves decision making, being proactive, cut costs and identify new business opportunities.
- > Increases business visibility.
- > Business Intelligence can be used to identify inefficient business processes that are ripe for re-engineering.
- > Highlights key areas of focus to be advertised.

Predictive Analytics (PA) is the practice of extracting information from existing datasets in order to determine patterns and predict future outcomes and trends.

Predictive analytics forecasts future probabilities, what might happen in the future with an acceptable level of reliability, and includes what-if scenarios and risk assessment.

It uses a number of techniques, including data mining, statistical modelling and machine learning to help analysts make future business forecasts.

Applied to business, predictive models are used to analyze current data and historical facts in order to mitigate risks and enhance performance:

- > Better understand customers
- > Better understand products and partners
- > To identify potential risks
- > To identify opportunities

As our products and customers become more connected and "Smarter", there is a drive for Conlog to implement technology that will allow us to facilitate these customer requirements and compete effectively in the market. POWERInformatics can fast track the Business Intelligence and Analytics required by our customers.

Conlog

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